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EXAMINER
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WANG, JIN CHENG

ART UNIT	PAPER NUMBER
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2672

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14

Please find below and/or attached an Office communication concerning this application or proceeding.

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# Office Action Summary

Application No.

09/676,445

Applicant(s)

FRANKLIN ET AL.

Examiner

Jin-Cheng Wang

Art Unit

2672

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 20 September 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-22 and 24-33 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-22 and 24-33 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.  
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_ 6) ☐ Other: \_\_\_\_\_

Art Unit: 2672

## **DETAILED ACTION**

### **Response to Amendment**

The amendment filed on 9/20/2003 has been entered. Claims 1, 24, 25, 26, 27, 28, 29, 30, 31, and 32 have been amended. Claim 23 has been canceled. Claim 33 has been newly added.

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claim 33 is rejected under 35 U.S.C. 102(e) as being anticipated by Laverty et al. U.S. Patent No. 6,429,947 (hereinafter Laverty).

3. Claim 33:

Laverty has taught a method of creating a web page from a vector graphics data file (abstract; figures 3 and 4; column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Art Unit: 2672

Converting the vector graphics data file from its native file format to a bit map graphics file format (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Correcting text errors through the use of error correction routines to correct the text errors that occur when the vector graphics data file was converted from its native file format to a bitmap graphics file format (e.g., column 3, lines 1-67; column 4, lines 1-31; column 8, lines 19-43); and

Inserting the modified bit map graphics data file into the web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

- Examiner Notes:
- Lavery teaches in column 6, lines 35-60 that a manually run prepress application to process a file may cause errors and therefore an automated process (by program routines) in the use of prepress software applications is performed for correcting text errors. Lavery further teaches that various conversion parameters in the product set up module including changing font-handling information through the asset management file. Lavery further teaches the trapping module and imposition module that self-correcting the text errors through the asset management file. Lavery teaches an automated proofing through a web site and the interaction between the customer

Art Unit: 2672

and on-line printing center module on web server to request a proof of the product to be ordered in PDF and therefore text or font errors are correct in the automated process using the customer's input. Lavery teaches that customer's information can be provided as textural information and composition rules such as type and state wherein type includes line, text, and graphical for error trapping of a particular file (See e.g., column 21, 22 and 28).

*Claim Rejections - 35 USC § 103*

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-10, 14-22, 24-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lavery et al. U.S. Patent No. 6,429,947 (hereinafter Lavery) in view of Chase et al. U.S. Patent No. 6,611,348 (hereinafter Chase).

6. Claim 1:

(1) Lavery teaches a method of creating an electronic catalog web page from a vector graphics data file (the abstract, column 11, lines 4-15; figures 3-4) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Art Unit: 2672

Converting the vector graphics data file from its native file format to a bit map graphics file format (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values (e.g., column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64); and

Inserting the modified bitmap graphics data file into the web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “inserting the modified bit map graphics data file into the electronic catalog web page” and “making the electronic catalog web page available on the Internet for the public to view”.

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view and inserting the modified bit map graphics data file into the electronic catalog web page (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of making the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server

Art Unit: 2672

request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

Claim 2:

The claim 2 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of compressing the modified bitmap graphics data file prior to inserting. However, Lavery reference further discloses compressing the modified bitmap graphics data file prior to inserting (e.g., column 7, lines 34-45; column 45, lines 64-67; column 46, lines 1-4).

Claim 3:

The claim 3 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of compressing precedes modifying. However, Lavery further discloses compressing precedes modifying (e.g., column 7, lines 34-45; column 45, lines 64-67; column 46, lines 1-4).

Claim 4:

The claim 4 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of the bitmap graphics file compressed by reducing the resolution of an image encoded in the file to less than 100 dots per inch. However, Lavery further discloses the bitmap

Art Unit: 2672

graphics file compressed by reducing the resolution of an image encoded in the file to less than 100 dots per inch (e.g., column 24, lines 33-47).

Claim 5:

The claim 5 encompasses the same scope of invention as that of claim 4 except additional claimed limitation of the bitmap graphics file compressed by reducing the resolution of an image encoded in the file to about 72 dpi. However, Lavery further discloses the bitmap graphics file compressed by reducing the resolution of an image encoded in the file to about 72 dpi (e.g., column 37, lines 30-40).

Claim 6:

The claim 6 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of the bit map graphics file being compressed by converting the bit map graphics file to a joint photographic experts (jpeg) file.

However, Lavery further discloses the claimed limitation of the bit map graphics file being compressed by converting the bit map graphics file to a joint photographic experts (jpeg) file (e.g., figure 39; column 37, lines 30-40).

Claim 7:

The claim 7 encompasses the same scope of invention as that of claim 6 except additional claimed limitation of the bit map graphics file being converted to a jpeg file by opening the bit map graphics file in a paint program and exporting the bit map graphics file to a jpeg file format.

However, Lavery further discloses the claimed limitation of the bit map graphics file being converted to a jpeg file by opening the bit map graphics file in a paint program and



Art Unit: 2672

exporting the bit map graphics file to a jpeg file format (e.g., figure 39; column 2, lines 45-60; column 12, lines 30-40; column 37, lines 30-40).

Claim 8:

The claim 8 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of the bit mapped graphics file being compressed by converting the bit mapped graphics file to a graphics interchange format (gif) file.

However, Lavery further discloses the claimed limitation of the bit mapped graphics file being compressed by converting the bit mapped graphics file to a graphics interchange format (gif) file (e.g., figure 39; column 11, lines 4-16).

Claim 9:

The claim 9 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of the bitmap graphics file compressed by converting the bitmap graphics file to a tif format file. However, Lavery further discloses the bitmap graphics file compressed by converting the bitmap graphics file to a tif format file (e.g., column 7, lines 34-45; column 45, lines 64-67; column 46, lines 1-4).

Claim 10:

The claim 10 encompasses the same scope of invention as that of claim 2 except additional claimed limitation of the bitmap graphics file being compressed by converting the bitmap graphics file to an xbm file. However, Lavery further discloses the bitmap graphics file compressed by converting the bitmap graphics file to an xbm file (e.g., figure 39; column 11, lines 4-16).

Art Unit: 2672

Claim 14:

The claim 14 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of modifying precedes converting. However, Lavery further discloses the claimed limitation of modifying precedes converting (e.g., column 4, lines 60-67; column 7, lines 33-45).

Claim 15:

The claim 15 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the vector graphics file being a prepress data file. However, the Lavery further discloses the claimed limitation of the vector graphics file being a prepress data file (e.g., column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56).

Claim 16:

The claim 16 encompasses the same scope of invention as that of claim 15 except additional claimed limitation of the prepress data file being created using a software application program selected from the group consisting of QuarkXPress, Adobe Illustrator, Macromedia Freehand, Adobe PageMaker, Corel Draw and Adobe Acrobat. However, Lavery further discloses the prepress data file being created using a software application program selected from the group consisting of QuarkXPress, Adobe Illustrator, Macromedia Freehand, Adobe PageMaker, Corel Draw and Adobe Acrobat (e.g., column 2, lines 45-60; column 3, lines 5-26).

Claim 17:

Art Unit: 2672

The claim 17 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the web page being a markup language file. However, Lavery further discloses the claimed limitation of the web page being a markup language file (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

Claim 18:

The claim 18 encompasses the same scope of invention as that of claim 17 except additional claimed limitation of the markup language selected from the group consisting of html, xml, cfml, cxml, hdml, sgml, smil, xhtml, xsl, and wml. However, Lavery further discloses claimed limitation of the markup language selected from the group consisting of html, xml, cfml, cxml, hdml, sgml, smil, xhtml, xsl, and wml (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

Claim 19:

The claim 19 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the bitmap graphics file being an eps file. However, the Lavery further discloses the claimed limitation of the bitmap graphics file being an eps file (e.g., column 22, lines 19-35; column 25, lines 25-40).

Claim 20:

The claim 20 encompasses the same scope of invention as that of claim 19 except additional claimed limitation of the rendered eps file being an 8.5" by 11" image. However, Lavery further discloses the claimed limitation of the rendered eps file being an 8.5" by 11" image (e.g., column 22, lines 19-35; column 25, lines 25-67).

Art Unit: 2672

Claim 21:

The claim 21 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the vector graphics data file being a prepress data file, the bitmap graphics file being an eps file, and the prepress data file being converted to an eps file by exporting the prepress data file in its native file format to an eps format. However, Lavery further discloses the claimed limitation of the vector graphics data file being a prepress data file, the bitmap graphics file being an eps file, and the prepress data file being converted to an eps file by exporting the prepress data file in its native file format to an eps format (e.g., column 22, lines 19-35; column 25, lines 25-67).

Claim 22:

The claim 22 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the vector graphics data file being a prepress data file, the bitmap graphics file being an tif file, and the prepress data file being converted to a tif file by exporting the prepress data file in its native file format to a tif format. However, Lavery further discloses the claimed limitation of the vector graphics data file being a prepress data file, the bitmap graphics file being an tif file, and the prepress data file being converted to a tif file by exporting the prepress data file in its native file format to a tif format (e.g., column 7, lines 34-45; column 45, lines 64-67; column 46, lines 1-4).

Claim 24:

The claim 24 encompasses the same scope of invention as that of claim 1 except additional claimed limitation of the CMYK color values converted to RGB color values using a

Art Unit: 2672

paint program. However, Lavery further discloses the claimed limitation of the CMYK color values converted to RGB color values using a paint program (e.g., column 40, lines 35-67).

7. Claim 25:

(1) Lavery has taught a method of creating an electronic catalog web page from a vector graphics data file (the abstract, column 11, lines 4-15; figures 3 and 4) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Converting the vector graphics data file from its native file format to a bitmap graphics file format (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Compressing the bitmap graphics file by reducing the resolution of an image encoded in the file to less than 100 dots per inch by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Modifying the bitmapped graphics file (e.g., column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64).

(2) However, Lavery lacks full disclosure of the claim limitation of “inserting the modified bit map graphics data file into the electronic catalog web page” and “making the electronic catalog web page available on the Internet for the public to view”.

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public

Art Unit: 2672

to view and inserting the modified bit map graphics data file into the electronic catalog web page (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase's method of making the electronic catalog web page into Lavery's prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

8. Claim 26:

(1) Lavery teaches a method of creating an electronic catalog web page from a vector graphics data file (the abstract, column 11, lines 4-15; figures 3 and 4) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Converting the vector graphics data file from its native file format to a bit map graphics file format (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Art Unit: 2672

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Inserting the modified bitmap graphics data file into a web page template (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “generating the electronic catalog web page from the web page template” and “making the electronic catalog web page available on the Internet for the public to view”.

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view and generating the electronic catalog web page from the web page template (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of making the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover,

Art Unit: 2672

both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

9. Claim 27:

(1) Laverty has taught a method of creating a plurality of electronic catalog web pages from a vector graphics data file (the abstract, column 11, lines 4-15; figures 3 and 4), wherein the plurality of web pages is substantially identical to a printed catalog publication rendered from the vector graphics data file (e.g., column 7, lines 33-45) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Converting each of a plurality of pages of a printed publication rendered from the vector graphics data file from its native file format to a bitmap graphics file format (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Modifying each of the plurality of the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Inserting each of the plurality of the modified bitmap graphics data file into a web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16); and



Art Unit: 2672

Linking the plurality of web pages such that the plurality of web pages is substantially identical to the layout and content of the printed publication (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “linking the plurality of electronic catalog web pages such that the plurality of electronic catalog web pages are available on the Internet for the public to view”.

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including linking the plurality of electronic catalog web pages such that the plurality of electronic catalog web pages are available on the Internet for the public to view (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of linking the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

Art Unit: 2672

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

10. Claim 28:

(1) Lavery has taught a method of displaying a plurality of products on a website in connection with the offering for sale of the plurality of products (the abstract, column 11, lines 4-15; figures 3 and 4), the method comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Creating a vector graphics data file, wherein the vector graphics data file includes data capable of being converted to a press plate to create a catalog printed on paper (e.g., column 6, lines 20-67; column 12, lines 31-67; column 14, lines 1-11);

Deriving from the vector graphics data file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper (e.g., column 6, lines 20-67; column 12, lines 31-67; column 14, lines 1-11); and

Making the electronic catalog available for viewing using a browser (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “making the electronic catalog available for general viewing by members of the public using a browser.”

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general

Art Unit: 2672

public) including making the electronic catalog available for general viewing by members of the public using a browser (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase's method of making the electronic catalog web page into Lavery's prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

11. Claim 29:

(1) Lavery has taught a method of displaying a plurality of products on a website in connection with the offering for sale of the plurality of products (abstract; figures 3 and 4; column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16), the method comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Art Unit: 2672

Creating a composite file comprised of a vector graphics data file and an image file, wherein the composite file is capable of being converted to a press plate for a catalog printed on paper (e.g., column 6, lines 20-67; column 12, lines 31-67; column 14, lines 1-11);

Deriving from the composite file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper (e.g., column 6, lines 20-67; column 12, lines 31-67; column 14, lines 1-11); and

Making the electronic catalog available for viewing using a browser (column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “making the electronic catalog available for general viewing by members of the public using a browser.”

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog available for general viewing by members of the public using a browser (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of making the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover,

Art Unit: 2672

both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

12. Claim 30:

(1) Lavery has taught a method of creating an electronic catalog web page from a vector graphics data file (abstract; figures 3 and 4; column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16) comprising the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Correcting text errors through the use of error correction routines to correct errors in the text that occur when the vector graphics data file was converted from its native file format to a bitmap graphics file format;

- Examiner Notes:

Art Unit: 2672

- Lavery teaches in column 6, lines 35-60 that a manually run prepress application to process a file may cause errors and therefore an automated process (by program routines) in the use of prepress software applications is performed for correcting text errors. Lavery further teaches that various conversion parameters in the product set up module including changing font-handling information through the asset management file. Lavery further teaches the trapping module and imposition module that self-correcting the text errors through the asset management file. Lavery teaches an automated proofing through a web site and the interaction between the customer and on-line printing center module on web server to request a proof of the product to be ordered in PDF and therefore text or font errors are correct in the automated process using the customer's input. Lavery teaches that customer's information can be provided as textural information and composition rules such as type and state wherein type includes line, text, and graphical for error trapping of a particular file (See e.g., column 21, 22 and 28).

-

and

Inserting the modified bitmap graphics data file into a web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of "making the electronic catalog web page available on the Internet for the public to view."

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase's method of making the electronic catalog web page into Lavery's prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

13. Claim 31:

(1) Lavery has taught a method of communication comprising: displaying on an electronic catalog web browser a web page made by creating the web page from a vector graphics data file (abstract; figures 3 and 4; column 11, lines 1-67; column 12, lines 1-39;

Art Unit: 2672

column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16), including the following steps in the sequence set forth (e.g., figures 13-16):

Converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images (e.g., by a Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56);

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Inserting the modified bitmap graphics data file into a web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “making the electronic catalog web page available on the Internet for the public to view.”

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of making the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server



Art Unit: 2672

request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

14. Claim 32:

(1) Lavery has taught an article of manufacture (figures 3, 4, 39, 40A and 40B) comprising:

A terminal connected to a network and including a video display terminal (figures 39, 40A and 40B; column 46, lines 30-67; column 47, lines 1-33), the video display terminal displaying a displayed electronic catalog web page made by creating the web page from a vector graphics data file (abstract, column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16), including the following steps in the sequence set forth (e.g., figures 3, 4, 13-16):

Converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images (column 11, lines 59-65, and column 23, lines 28-33);

Modifying the bitmap graphics data file by converting cyan, magenta, yellow, black color values to red, green, blue (RGB) color values (e.g., column 24, lines 33-47; column 20, lines 35-50; column 23, lines 30-56; Table 2; column 41, lines 1-64);

Art Unit: 2672

Inserting the modified bitmap graphics data file into the web page (e.g., column 11, lines 1-67; column 12, lines 1-39; column 20, lines 35-67; column 21, lines 45-67; column 22, lines 1-16).

(2) However, Lavery lacks full disclosure of the claim limitation of “making the electronic catalog web page available on the Internet for the public to view.”

(3) Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view (Chase column 16-20).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the Chase’s method of making the electronic catalog web page into Lavery’s prepress workflow because Lavery suggests Internet side being used to provide a printing service (Lavery column 8). Lavery further suggests document definitions in XML based processing and an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 20-22) and therefore suggesting an obvious modification. Moreover, both references deal with the same subject matter relating to the design and construction of pages from images, text, and data available from the communication networks.

(5) One having the ordinary skill in the art would have been motivated to do this because it would have provided a print ready file such as a catalog file to be displayed on a web page viewable by the general public.

15. Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lavery et al. U.S. Patent No. 6,429,947 in view of Chase et al. U.S. Patent No. 6,611,348 as applied to claim 1 above, and further in view of King et al. U.S. Patent No. 5,956,737.

(1) Lavery/Chase et al. has taught a method of creating an electronic catalog web page from a vector graphics data file (abstract; column 11, lines 4-15) comprising the step of converting the vector graphics data file from its native file format to a bit map graphics file format (by Raster Image Processor in column 4, lines 60-67; column 13, lines 13-52; column 20, lines 35-67; column 23, lines 30-56).

(2) However, it is not clear whether Lavery/Chase teaches implicitly on tagging the modified bitmap graphics data file as an inline image or an external image and the inline image being a link to a higher resolution version of an image that is substantially the same as the inline image.

(3) King et al. has taught a method of fitting electronic content elements to a medium and automatically performing document layout in which content can be encapsulated either as a link to an external object (external image), or as an embedding and built-in content encapsulations represent both free-standing objects, such as text files, and nested sub-objects, such as the sections and paragraphs of text files (column 14, lines 25-31 of King).

(4) It would have been obvious to one of ordinary skill in the art to have incorporated the King's teaching into the raster image processing of Lavery/Chase's prepress workflow because this would support the separated representation of content, media, and design (see for example column 14, lines 15-21 of King).

Art Unit: 2672

In column 8, lines 9-20, Lavery suggests that a single electronic file format provides the ability to tag certain elements to indicate whether they should be included in the preview layout such as the internet layout and that the software programs that read and process the information check these tags to determine the exact content required at that stage.

Moreover, both references have addressed the same subject matter of how components can be rendered to a particular media such as the Internet.

(5) One having the ordinary skill in the art would have been motivated to do this because it would allow media objects to be advantageously combined with media object encapsulations that represent both free-standing objects such as printed documents, and nested sub-objects such as the individual page regions associated with components of printed documents (column 14, lines 32-54 of King).

***Remarks***

16. Applicant's arguments, filed 09/20/2003, paper number 13, have been fully considered but they are not deemed to be persuasive.

17. Applicant argues in essence with respect to the amended claim 1 and similar claims that: "Lavery does not contemplate using the Internet to make available an electronic catalog so general viewers and potential customers on the Internet will have identically the same image available to them as would be available in a printed catalog... The claimed invention, according to independent claims 1, 25-27, and 30-32 as currently amended include a recitation for a step of making the electronic catalog web page available on the Internet for the public to view."

Art Unit: 2672

This is not found persuasive because Lavery suggests Internet side be used to provide a printing service (Lavery column 8). Lavery further suggests an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 21-22). Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view (Chase column 16-20).

Therefore, Lavery/Chase fulfills the claimed limitation of making the electronic catalog web page available on the Internet for the public to view.

18. Applicant argues in essence with respect to the amended claim 1 and similar claims that: “This is no motivation to make customer-specific pages generated in Lavery available on the Internet for the general public to view, so an obviousness rejection based on Lavery would be inappropriate.”

This is not found persuasive because Lavery suggests Internet side be used to provide a printing service (Lavery column 8). Lavery further suggests an alternative embodiment by substituting receipt of one or more data streams in response to the web server request as with XML output from one or multiple machines performing the required pre-press operations (Lavery column 21-22). Chase discloses a method of creating a web page from a vector graphics data file for providing prepress, content management and workflow services to system

Art Unit: 2672

subscribers (general public) including making the electronic catalog web page available on the Internet for the public to view (Chase column 16-20).

Therefore, Lavery/Chase fulfills the claimed limitation of making the electronic catalog web page available on the Internet for the public to view.

19. Applicant argues in essence with respect to the amended claim 1 and similar claims that: "However, the applicant's method steps as currently specifically claimed, incorporate a step of correcting text errors through the use of error correction routines to correct the text errors that occur when the vector graphics data file was converted from its native file format to a bit map graphics file format. Neither Lavery et al. nor King et al. mention, teach or suggest the above step."

This is not found persuasive because Lavery teaches in column 6, lines 35-60 that a manually run prepress application to process a file may cause errors and therefore an automated process (by program routines) in the use of prepress software applications is performed for correcting text errors. Lavery further teaches that various conversion parameters in the product set up module including changing font-handling information through the asset management file. Lavery further teaches the trapping module and imposition module that self-correcting the text errors through the asset management file. Lavery teaches an automated proofing through a web site and the interaction between the customer and on-line printing center module on web server to request a proof of the product to be ordered in PDF and therefore text or font errors are correct in the automated process using the customer's input. Lavery teaches that customer's information can be provided as textural information and composition rules such as type and state wherein

Art Unit: 2672

type includes line, text, and graphical for error trapping of a particular file (See e.g., column 21, 22 and 28).

### *Conclusion*

20. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

21. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jin-Cheng Wang whose telephone number is (703) 605-1213. The examiner can normally be reached on 8:00 AM - 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mike Razavi can be reached on (703) 305-4713. The fax phone numbers for the

Art Unit: 2672

organization where this application or proceeding is assigned are (703) 308-6606 for regular communications and (703) 308-6606 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 395-3900.

jcw  
December 3, 2003



MICHAEL RAZAVI  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600